



CITY OF CEDAR PARK
REGULAR SCHEDULED MEETING OF PACE BOARD
MONDAY, January 8, 2018 AT 6:30 PM
CEDAR PARK CITY HALL – COUNCIL CHAMBERS
450 CYPRESS CREEK ROAD, BUILDING FOUR

<input checked="" type="checkbox"/> VIRGINIA HERNANDEZ, CHAIR	<input type="checkbox"/> SHELLIE HAYES-MCMAHON, PLACE 5
<input checked="" type="checkbox"/> CARL ABSECK, PLACE 2	<input checked="" type="checkbox"/> KATHLEEN HARMAN, PLACE 6, CHAIR
<input checked="" type="checkbox"/> JULIE HASTINGS, PLACE 3, VICE-CHAIR	<input checked="" type="checkbox"/> ANDY DEBRUYN, PLACE 7, SECRETARY
<input type="checkbox"/> DIMITRI NICHOLS, PLACE 4	

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- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
Chair Harman called the meeting to order at 6:30 P.M. 5 members were present. Members Nichols and Hayes-McMahon were absent. A quorum was declared.
- A.2 CONSIDER APPROVAL OF THE PACE BOARD MINUTES.
a. December 11, 2017 Regular Called Meeting.
Secretary deBruyn moved to approve the Pace Board minutes for the December 11, 2017 regular called meeting. Motion was seconded by Member Abseck. Motion passed by a vote of 5-0, with Members Nichols and Hayes-McMahon absent.
- A.3 CITIZENS COMMUNICATIONS.
(Not for items listed on this agenda. Three minutes each. No deliberations with Board Members. Board Members may respond with factual information).
None
- A.4 BOARD MEMBERS' OPENING COMMENTS.
Secretary deBruyn noted that the musical acts for the Jazz & Art on Main Festival are 90% booked. Member Hernandez wished everyone happy holidays and said she was glad to be back. Members Abseck and Hastings had no comments. Chair Harman advised that artists are being booked for the Jazz & Art on Main Festival.
- A.5 DIRECTOR'S REPORT – CURT RANDA, PARKS AND RECREATION DIRECTOR.
a. Update on the Hike & Bike Trail Projects At The Brushy Creek North And Brushy Creek Sports Park Locations.
Curt Randa, Parks & Recreation Director, provided the PACE Board with an update about the PACE Board-initiated hike and bike trail improvements currently underway. The trail improvements at the Brushy Creek North trail are an FY 18 project with \$50,000 funding

approved by the Type B Board. The project will next go before City Council for possible approval at the second meeting in January or first meeting in February. Director Randa stated that a project manager would be selected at a later time. He also remarked the project is eligible for CAMPO (Capital Area Metropolitan Planning Organization) funding. The trail will be approximately 2.75 miles long.

Director Randa stated the Brushy Creek Sports Park trail is also an FY 18 PACE-initiated project with a budget of \$7,500 to supplement volunteer labor by the Ridge Riders. Director Randa will be the project manager for the trail, and Member Nichols is the liaison for the PACE Board. The trail construction is expected to begin later in January or in February when the weather is warmer. The trail will be approximately .75 miles long. Director Randa provided maps of the proposed trail locations.

Chair Harman asked whether the trails would be exclusively used for mountain biking or whether they could also be used for walking. Director Randa replied that the trails are "hike and bike" trails that can accommodate walkers and joggers. He noted that cautionary signage will likely be a part of the project warning walkers of proper bike trail etiquette. Chair Harman also asked about the selection of the PACE Board liaison, and Director Randa replied that Member Nichols was selected due to having the closest relationship to the Ridge Riders, who are providing the volunteer labor. Director Randa will be bringing future project updates to the Board.

B.1 DISCUSSION AND POSSIBLE ACTION.

a. Consideration Of A Music Event At Veterans Memorial Park (Harman).

Curt Randa, Parks & Recreation Director, introduced Tim Kelly and Trey Hensley for a presentation on a possible future music festival at Veterans Memorial Park. Director Randa noted that the Board would not be taking any action tonight as the event needs special events and parks use permits, and applications are still being presented and reviewed by staff.

Tim Kelly introduced himself and Trey Hensley, Director of Production. Mr. Kelly explained the purpose of the Cedar Stock Festival would be to create an event in Cedar Park that does not yet exist in Austin, and to make Cedar Park an entertainment capital. Cedar Stock is a play on "Cedar Park" and "Woodstock," and the festival would feature tribute bands which specifically play the music of one selected band. The festival is currently working with the licensed tribute band for ZZ Top and is in negotiations with others. The first year of the festival would be a one day event. Mr. Kelly noted the festival is trying to be mindful of surrounding residences.

Veterans Memorial Park is the proposed location for the festival, and proceeds would be donated to the Wounded Warrior Project, Hero's Night Out, The Stage, high school choirs and theaters, and cancer research projects. The festival would primarily feature tribute bands, but a second stage would feature local artists, kids' bands, high school bands and choirs, and theater groups. They also expect to have food and drink vendors. Mr. Kelly listed the bands currently scheduled for the festival, including Eliminator, Damage Inc., Big Balls TX, Don't Look Back, Lotus Land Band, and Without Warning.

Mr. Kelly expects tickets will be sold to the event, but they are looking for enough sponsors so that the event may be free. Radio advertising is planned in Dallas-Fort Worth, Houston, Killeen, and San Antonio. They plan to use Facebook for local advertisement.

Mr. Kelly noted parking will be an issue, but they hope attendees will use TNCs such as Uber to travel to the festival. He explained he conducted polling of potential attendees on Facebook, and 52% of respondents indicated they would travel over 200 miles to a festival of this type. He expects 2,000 guests and 20 sponsors for the event, with over 200 out-of-city guests.

Trey Hensley remarked the festival is unique to Cedar Park, Texas, and the tri-state area. He noted the closest festival of this type is located in Minnesota. The festival is going to be scheduled in May or June when more hotel rooms are available in the area. The event will be advertised earlier in out-of-town areas to try to attract out-of-town guests to hotels, restaurants and shops. He anticipates the event will expand to additional days over the years.

Mr. Hensley explained that the festival will be family-friendly with kids' stages, bounce houses, and food vendors. He hopes the event will be the best event in Cedar Park. He explained measures will be taken to protect the grass in the park and remove all trash after the event.

Chair Harman asked how the group plans to manage labor and logistics. Mr. Hensley stated volunteers would only be used to direct and greet attendees. All production, security, and sanitation workers would be professionals who are bonded and insured. He explained that in festivals he has run in other cities, he has signed agreements stating the city cannot be sued and additional insurance would be purchased for the city. Food vendors would be only local vendors. He stated the machinery used in the event is specifically designed not to damage grass.

Chair Harman asked how electricity would be provided. Mr. Hensley said they would provide all the power and sanitation facilities needed for the event. He also explained there would be ADA access at the main stage. Chair Harman also asked about parking for the event and background checks for staff. Mr. Hensley said all security workers would be licensed and have passed background checks. Mr. Hensley noted all other official workers for production and parking would have to pass background checks, but they could not control the workers used by vendors. Mr. Hensley said they plan to pay adjacent landowners for use of their property for overflow parking. They will use police officers to help escort attendees across New Hope Road. Mr. Hensley reiterated they hope the event will be free for attendees, and he expects a ticket price of \$20 - \$50 dollars if attendance must be charged to cover costs. He hopes the event will come to be associated with Cedar Park.

Member Hernandez remarked that she loves tribute bands and classic rock and loves the idea of the festival. She noted that all the proposed bands are from the same genre, and she believes if they hope to attract more families, they will need to bring in a Beatles or Eagles-type tribute band. Mr. Kelly responded that the presentation did not include all the proposed bands they hope to bring. Mr. Hensley clarified that no bands have been contracted at this point, so the list provided is just a sample. He also stated the second stage and amphitheater will be available for more child-friendly performers like magicians and clowns, and there will be bounce houses and other activities for kids.

Chair Harman asked whether the group has looked into the noise ordinance and time restrictions. Mr. Hensley responded they have and explained that the PA systems will have a specific direction for sound projection, which will be directed away from surrounding residential areas. He stated he believes decibel readings at the property line will not register a reading. Chair Harman noted she wants to make sure they are sensitive to surrounding residents. Mr. Hensley replied that a hill will block sound from reaching residents and the veteran's monument. Mr. Kelly stated he lives near Veterans Memorial Park, so the noise mitigation is a concern for him, as well.

Secretary deBruyn asked whether the stage rental would be from a local company and whether the workers would be union or non-union. Mr. Hensley stated no local companies rent stages that large, and they do not plan to use unionized workers because there are not enough in Austin and because of the cost associated. He noted all vendors will be from Texas. Secretary deBruyn asked whether they will have to receive permits for the rented stage. Mr. Hensley explained the stage must be certified by an engineer and he will have that paperwork, along with insurance paperwork, at the event.

Chair Harman asked Mr. Hensley what the name of his organization is called. Mr. Hensley replied it is Cedar Park Entertainment Group.

- b. Discussion And Possible Action Regarding The Military Sculpture Project At Veterans Memorial Park (Kimberly Reese – Project Manager).

Kimberly Reese, Project Manager, provided the PACE Board with a brief history of the project, including the Board's desire to feature the Army, a figure with ethnic features, distinctive Vietnam-era clothing, figures showing battle-worn emotion, and accurate weaponry. Project Manager Reese explained the artistic changes that were made to the textures of the helmets and the weaponry worn by the two figures, at the request of the Board. Chair Harman asked to view both the initial artist's sketch and the currently proposed sketch. Project Manager Reese showed the Board the sketch presented at the December PACE Board meeting as well as the current artist's sketch.

Chair Harman asked for any discussion or motions. Secretary deBruyn moved to approve the sculpture with two figures as presented in the artist's sketch. The motion was seconded by Vice-Chair Hastings. The motion passed by a vote of 5-0, with Members Nichols and Hayes-McMahon absent.

Member Abseck thanked Kimberly Reese for her work on the project.

- c. Discussion And Possible Action Regarding Selection Of Artists For Display Space At The Cedar Park Library And The Cedar Park City Council Chambers.

Kimberly Reese, Project Manager, explained the two available display spaces in the Library and the display space in the lobby of the City Council Chambers. She stated the Art Subcommittee met earlier in the evening and made recommendations for the next round of artist displays. For the internet café in the Library, the subcommittee recommended artist Kevin Middleton. Project Manager Reese explained the artist's works are whimsical, kid-friendly art. For the long wall in

the Library, the subcommittee recommended selection of the Creative Arts Society, which is a group of artists. The subcommittee recommended photographer Lisa Zinna to display in the City Council Chambers. Project Manager Reese provided the Board with representative samples of each artists' work.

The subcommittee recommended two alternate artists: painter Sharon Bibbee as first alternate, and textile artist Cherry Taylor as second alternate.

Chair Harman asked about the size of the internet café space. Project Manager Reese explained it is approximately 100 square feet of wall space. Chair Harman asked whether the photos were the exact works that would be displayed. Project Manager Reese replied that the photos are representative samples, since the samples may have sold by the time the art is displayed. She also stated the City has the ability to talk to the artist about changing the works installed if any work is inappropriate.

Member Abseck moved to accept the artists as selected by the Art Subcommittee. Vice-Chair Hastings seconded the motion. The motion passed by a vote of 5-0, with Members Nichols and Hayes-McMahon absent.

- d. Election Of 2018 PACE Advisory Board Officers For The Position Of Chair, Vice-Chair And Secretary. Curt Randa, Parks & Recreation Director, reminded the PACE Board that terms of officers are one year long, and an officer may be selected to serve an additional one year term, but that no individual may serve more than two consecutive years.

Member Abseck moved to keep the current slate of officers in place for the next year. Member Hernandez seconded the motion. The motion passed by a vote of 5-0, with Members Nichols and Hayes-McMahon absent.

C.1 BOARD MEMBERS' CLOSING COMMENTS.

Secretary deBruyn commented it was a good meeting and a lot was done.

Vice-Chair Hastings was excited to hear bike updates and looks forward to a project manager selection. She also noted she enjoyed the presentation about the tribute band festival, and that she was excited a Vietnam statue had been selected. Vice-Chair Hastings thanked Kimberly Reese and the artist for their work on the project.

Member Abseck said it was a productive meeting. He felt the bike paths were exciting, and he enjoyed the tribute band presentation.

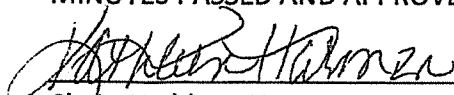
Member Hernandez agreed it was a great meeting and she enjoyed the tribute band presentation. She is very happy with the final outcome of the sculpture.

Chair Harman commented it was a very informative meeting. She thanked staff for their hard work. Chair Harman stated it is an honor and privilege to serve with her fellow PACE Board Members.

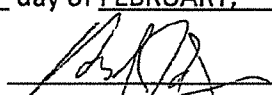
C.2 ADJOURNMENT.

Chair Harman adjourned the meeting at 7:30 p.m.

MINUTES PASSED AND APPROVED ON THIS 12th day of FEBRUARY, 2018.



Chair, Kathleen Harman



Vice-Chair or Secretary